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A Comparison of customer satisfaction between hyper stores and convenience Stores

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Abstract

The Indian retail sector is going through a transformation and the emerging market is witnessing a significant change in its growth pattern. Both existing and new players are experimenting with new retail formats. Consumers today can shop for goods and services in a wide variety of stores. The best-known types of retailer are departmental store, hyper market, super market, convenience stores, discounter and cash and carry. This study is an attempt to compare the level of customer satisfaction buying grocery products in hyper stores and convenience stores. In the present study the sample of 100 respondents was taken. Convenient sampling technique was used. The sample was drawn from South-West Delhi. Interpretation of result was done on the basis of mean, standard deviation and 't' test. Results indicate that there is significant difference in customer satisfaction between hyper stores and convenience stores.

Keywords: Retail Sector, Hyper Store, Convenience Stores, Customer Satisfaction.

1. Introduction

The Indian retail sector is going through a transformation and the emerging market is witnessing a significant change in its growth pattern. Both existing and new players are experimenting with new retail formats. Arvind Singhal Chairman Technopak Advisors has rightly said that, "A lot of international retailers and brands are most likely to look at India, as global markets have stabilized and the Indian economy has proved to be better than most other countries." With the changing retail scenario the consumers are looking beyond traditional retail stores and going towards organized outlets. Retail has played a significant role in world over in increasing productivity and generating employment. The impact is visible in countries like Brazil, U.S.A., U.K., Thailand and China. Retail is the second-largest industry in the United States. About 22 million Americans are employed in retail sector; they are generating about \$3 trillion in sales annually. The Retail sector of India is vast. It has huge potential for growth and success. More than 80% retail business is run by unorganized retailers. The organized retail sector is still at emerging stage. Retail industry is divided into unorganized and organized sectors. Organized sector means that part which is well regulated. It means registered stores. Unorganized sector includes the traditional stores such as Pan Beedi, Corner Store. There are store retailers, non-store retailers and retail organizations. Consumers today can shop for goods and services in a wide variety of stores. The best-known types of retailer are departmental store, hyper market, super market, convenience stores, discounter and cash and carry. An attempt has been made to compare the level of customer satisfaction buying grocery products in hyper stores and convenience stores.

Hyper Stores

Hyper market is a superstore which carries an enormous range of products under one roof, including full lines of groceries and general merchandise.

Convenience Stores

These are relatively small stores located near residential area, open for long hours seven days a week, and carrying a limited line of high turnover convenience products at slightly higher prices than departmental stores.

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Objectives of the Study

To find the customer satisfaction in hyper stores and convenience stores.

Hypotheses of the Study

H₀₁: There is no significant difference in customer satisfaction between hyper stores and convenience stores.

H₁₁: There is significant difference in customer satisfaction between hyper stores and convenience stores.

Research Methodology

Primary data for the study was obtained through structured questionnaire administered in person from respondents in South -West Delhi. Retail Service Quality Scale (RSQS) developed by Dabholkar *et al.* (1996) was used. Study was completed on a micro level due to constraint in time and resources on the basis of random convenient sampling. A sample of 100 customers was considered for study and 50 customers were taken from hyper stores and rest 50 customers from convenience stores. For the purpose of testing the hypotheses 't' test was used.

Research Findings

Table 1: Comparison of Mean and S.D. between Hyper stores and Convenience Stores

Type of Store	N	Mean	S.D.	't' value
Hyper Stores	50	20.80	5.0	2.40
Convenience Stores	50	18.14	6.10	
Total	100			

The mean value of customer satisfaction in hyper stores and convenience stores is 20.80 and 18.14 respectively. Mean value is higher at hyper stores which indicate that customers are much satisfied at hyper stores. The calculated 't' value is much more than the table value (at 0.05 level of significance). The null hypothesis is rejected and alternate hypothesis is accepted that there is significant difference between the customer satisfaction in Hyper Store and Convenience Store. Customers are less satisfied at convenience stores.

Conclusion

Customers have high satisfaction level in hyper stores than convenience stores. All dimensions of service quality such as physical aspect, reliability, personal interaction, problem solving and policy making are much preferred for hyper stores. Better service quality of hyper stores leads to better customer satisfaction.

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